



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE
11:00 A.M.
MAY 11, 2018
JAMES CABELL LIBRARY
901 PARK AVENUE, ROOM 311, RICHMOND, VIRGINIA**

MINUTES

DRAFT

COMMITTEE MEMBERS PRESENT

Dr. Robert Holsworth
Mr. Edward McCoy
Mr. Ron McFarlane
Rev. Tyrone Nelson
Dr. Carol Shapiro
Mr. G. Richard Wagoner Jr.

COMMITTEE MEMBERS ABSENT

Mr. Todd Haymore
Ms. Colette McEachin

OTHERS PRESENT

Mr. Matthew Conrad
Mr. Jay Davenport
Ms. Karah Gunther
Mr. Josh Hiscock
Mr. Magnus Johnsson
Ms. Carly Katz
Ms. Pamela Lepley
Ms Samantha Marrs
Staff from VCU

CALL TO ORDER

Rev. Tyrone Nelson, Vice Chair, called the meeting to order at 11:00 a.m. It was noted that Rev. Nelson would chair the meeting as Mr. G. Richard Wagoner, Jr. needed to leave the meeting early.

APPROVAL OF MINUTES

Rev. Nelson asked for a motion to approve the minutes of the March 22, 2018 University Resources Committee, as published. After motion duly made and seconded the minutes of the March 22, 2018 University Resources Committee were unanimously adopted. A copy of the minutes can be found on the VCU website at the following webpage <http://www.president.vcu.edu/board/committeeminutes.html>.

REPORTS AND RECOMMENDATIONS

Government Relations

Mr. Matthew Conrad, Executive Director of Government Relations, and Ms. Karah Gunther, Executive Director, Government Relations and Health Policy, provided an update on:

- Introduction of Ms. Carly B. Katz, Assistant Director of Federal Relations.
- State Legislature
 - Special Session related to Budget/Medicaid Expansion 4/11/18
 - Reconvened/"Veto" Session 4/18/18
 - State Budget Update
- Local Government
 - New Kent County Board of Supervisors/VCUHS BOD Retreat
 - City of Richmond Annual Summit
- Federal
 - President Rao Congressional Visits May 7th
 - Participation in CHA Family Advocacy Day on the Hill

University Relations

Ms. Pamela Lepley, Vice President for University Relations provided the following updates:

- **Dashboard Highlights**
 - Earned media hits have exceeded FY 18 targets as of March 31. The tone of media coverage is overwhelmingly positive/neutral at 96%. Overall impressions are on track at 65% with a quarter of the fiscal year remaining.
 - Social media has met FY 18 year targets for followers and engagement. Social media impressions and owned media metrics are tracking to achieve target metrics.
 - The FY 2018 Make it Real paid media campaign to recruit undergraduate in-state students and sustain institutional branding has exceeded impression estimates by 1-percent, directly attributable to stronger than anticipated results in digital advertising.
- **Public Affairs and Marketing Highlights**
 - At this writing, the final numbers are not in. However, the combined marketing communications effort of ICA staff, consultants and University Relations has been a resounding success. Over the quarter the ICA opening has been positively covered in

- major national and international media, as well as in distinguished arts and architecture industry publications. Richmond area media also have provided in-depth, positive coverage. A VCU social media post before the opening reached an audience of about 31,000. A fully integrated paid media campaign for the opening included outdoor, guerilla, print, digital, radio and transit channels to penetrate the Richmond region market with more than 45 million impressions. The campaign runs through June.
- Top earned (media coverage) media hits for the second quarter include:
 - About 280 media hits (295 million reach) that compared VCU's Final Four run and its impact on the university to what Loyola-Chicago would be experiencing
 - 75 hits with a more than a 159 million reach on pitch of Brandcenter Professor Kelly O'Keefe talking about the Toys R Us bankruptcy and closure
 - 26 hits with a 60 million reach coming from a news release about VCU students conducting a "Wellness Block Party" to provide health screenings and health education in Richmond
 - 5 hits with a 43.2 million reach on VCU E-cig vapor research
 - A social media post about VCU's latest US News rankings attracted an audience of more than 76,000
 - The Make It Real student recruitment campaign summary:
 - A strong digital campaign is extending the reach (impressions) of the advertising. The overall click-thru-rate (CTR) of 1.09 percent is more than 13 times the industry average of 0.08 percent. Search and an increased investment in social media are the leading contributors to raising our averages
 - Search = 2.05% CTR (Twitter is the strongest performer at 10.19%)
 - Social = 1.89 % CTR
 - The campaign has delivered more than 305 *Make it real* website sessions from digital and social advertising clicks including about 43 percent returning visitors. This indicates an interest to consider applying to VCU. Prospective students are most interested in our programs, with 824 total visits to the Academics pages over the past 6 months.

Development and Alumni Relations

Mr. Jay Davenport, Vice President for Development and Alumni Relations provided a review of the fundraising metrics and updates:

- Associate Vice President for Alumni Relations, Mr. Josh Hiscock presented on the Alumni Strategic Plan and an overview of the success from the MCV/RPI and AAAC Reunion weekend activities.
- Mr. Jay Davenport provided an overview of the Make It Real Campaign. On target to be the best year in the capital campaign with an increase of \$13.8M this month. Expecting to end the year between \$605 and \$615M.
- The campaign is at \$587.8M toward the \$750M goal.

- Mr. Magnus Johnsson spoke of the generous donation from our Rector, Ms. Phoebe P. Hall for the Higher Ed. Leadership fund.

CLOSED SESSION

Mr. Davenport asked for a motion to convene a closed session pursuant to Sections 2.2-3711 (A) (9) of the Virginia Freedom of Information Act for the discussion of gifts, bequests, and fund-raising activities of the University, specifically Named Fund and Spaces Report and the Named Funds Under \$50,000 Report. After motion duly made and seconded the motion was unanimously adopted.

RECONVENED SESSION

Following the closed session, the public was invited to return to the meeting. Mr. MacFarlane called the meeting to order. On motion duly made and seconded the following resolution of certification was approved by a roll call vote:

Resolution of Certification

BE IT RESOLVED, that the University Resources Committee of Virginia Commonwealth University certifies that, to the best of each member’s knowledge, (i) only public business matters lawfully exempted from open meeting requirements under this chapter were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion by which the closed session was convened were heard, discussed or considered by the Committee of the Board.

<u>Vote</u>	<u>Ayes</u>	<u>Nays</u>
Dr. Robert Holsworth	X	
Mr. Edward McCoy	X	
Mr. Ron McFarlane	X	
Rev. Tyrone Nelson	X	
Dr. Carol Shapiro	X	

Mr. Wagoner left the meeting prior to the closed session vote. All members responding affirmatively, the resolution of certification was unanimously adopted.

Rev. Nelson then asked for a motion to recommend to the Board approval of the Named Funds and Spaces Report as presented in closed session. After motion duly made and seconded the Committee approved the motion to recommend to the Board of Visitors approval of the Named Funds and Spaces Report as presented in closed session.

ADJOURNMENT

There being no further business, Rev. Nelson adjourned the meeting at 12:25 p.m.